

**SCOTTSDALE PRIDE COMMITTEE
ONE CIVIC CENTER
7447 E. INDIAN SCHOOL
THIRD FLOOR CONFERENCE ROOM
SCOTTSDALE, AZ
DECEMBER 2, 2004**

MINUTES

PRESENT: Chandra Bonfiglio, Chair
Cristina Lenko, Vice Chair
Ryan Freeburg
Richard Gayle
Lisa Haskell
Richard Kimberly
Ronald Robbins
Don Scott
Zachary Stahmer
Sonnie Stevens
Richard Taylor
Cathy Zebarth

ABSENT: Jim Britt
Pamela Wheeler

STAFF: Decima Sever
Rob Millar

CALL TO ORDER

Chair Bonfiglio called the regular meeting of the Scottsdale Pride Committee to order at 5:30 p.m.

Chair Bonfiglio introduced Mr. Richard Kimberly as the newly appointed committee member. Mr. Kimberly provided the Committee with information on his background.

APPROVAL OF THE MINUTES

September 2, 2004 meeting

A Motion was made by Ms. Lenko to approve the September 2, 2004 meeting minutes as amended. The Motion was seconded by Mr. Freeburg and passed unanimously.

SUBCOMMITTEE REPORTS

Treasures 'n Trash 2004 Wrap-up discussion

Mr. Millar reported this was the first year the Treasures 'n Trash event was organized by the subcommittee rather than the Committee. He further reported that there were 400 volunteers and 5,000 pounds of trash collected. He thanked the subcommittee and everybody that participated the day of the event. He stated there were a lot of gift certificates donated and there are 4 or 5 left over noting that they are not dated so perhaps they could be used next year or at an upcoming event.

Mr. Taylor stated that the rocks don't work noting a lot was put out and few come back. He further stated with the scattered areas people did not go where we put the rocks. He explained the trash is gone but the rock is still there. Mr. Millar stated last year we did a raffle and maybe next year we could do a hybrid of both.

Mr. Millar stated one thing we talked about doing for next year is to get folks who are not a part of the adopt-a-road program to participate.

Chair Bonfiglio stated staff and the subcommittee did a great job on this event. She further stated that everything ran smoothly. The shirts and hats looked great and the gloves went over well. Mr. Millar stated that there are 200 gloves left that could be used for future events. Mr. Taylor suggested using the gloves on the community garden project.

Mr. Millar reported the pre-check in worked well. He further reported the downside was that there was not synergy at the check in location the morning of the event.

Vice Chair Lenko commented she felt the event went well and the subcommittee did a great job.

Mr. Freeburg stated next year we could consider doing a raffle at a BBQ after the event and invite all of the Council members'. Ms. Zearth stated we tried to plan an after party but it did not work out. Chair Bonfiglio stated we discussed the fact that many people after they have been picking up trash don't want to go and have a hamburger. Mr. Freeburg replied we could provide a wash area. Ms. Sever explained that last year when we were thinking about planning a party, we did not get the funding. Also, we received feedback that people want to check in at 6:00 or 7:00, do the pickup, and then go home because it is a Saturday so there was the concern that not many people would attend the party. Mr. Freeburg remarked a party would bring recognition on the program and the citizens warrant the recognition.

Business Recognition Pilot Program update

Ms. Stevens reported that on Saturday, October 30th four of the committee members' took distribution areas of downtown. The information and applications for the business Enhancement Awards was given to each shop tenant/owner.

She announced 14 new projects are planned. Ten of those projects have their "before" pictures taken and are affixed to the application form. Fifteen projects have been completed and 14 have "After" pictures.

She reviewed the issues that required a Pride Committee discussion:

1. When the small-shop tenant has no control over the physical exterior of the building, would special non-seasonal door dressings and special window display improvements count?
2. When the tenant or owner improves the safety or energy conservation of the building (new front door, replaces single pane glass windows) is a project we want to encourage and reward?
3. She explained that because she was too busy as a trainer for the Downtown Ambassador groups plus attending the Downtown Marketing meeting as an Ambassador representative, (also moving out of her Scottsdale home for 5 months during a remodel) she missed the construction/improvement phase on 14 of the projects. Can some of the missing "before" picture requirement of our proposed criteria be forgiven? She reported Harold Stewart, the Downtown Commercial Revitalization coordinator, verifies that all the "after" projects were legitimately in need of repair/updating/improvement.

Mr. Robbins stated when he was in the downtown on October 30th; the feedback he received that the shop owners were tenants and the landlord would not let them do anything so he thought we need to have new criteria for tenants. Ms. Sever stated that the idea of the program was for revitalization beyond what would normally be done and the changes would be permanent changes. She further stated we want to be careful that we do not water down what we are doing which is to get people to raise the bar. She added if people invest a lot of money for their improvements and have the same sticker in the window as people who have done window dressing they might take umbrage. A discussion ensued that the subcommittee could come up with criteria for the tenants and perhaps a smaller sticker could be given for the tenant improvements.

Ms. Sever circulated the proposed window sticker for the program noting that it might be too big. Chair Bonfiglio stated that it is a great sticker but it does not denote it is an award winner.

Ms. Stevens suggested discussing these issues at the retreat.

Neighborhood Cleanup Projects Discussion on Pride Park clean-up

Mr. Freeborn provided information on the condition of Pride Park. He reported he and his son cleaned up the park and there was considerable trash. He recommended forming a task force to ensure the park get cleaned up because our name is on it. He further reported as far improvements, he would suggest placing awnings over the two benches. Ms. Sever suggested discussing this at the retreat whether we want to form a subcommittee.

Community Gardens

Ms. Haskell reported there is an elementary school on Oak Street that does not have a landscaping budget. She further reported there is a gentleman whose child goes to this school who is interested in doing a landscaping project in front of the school. She inquired if the Committee would be interested in participating. Chair Bonfiglio suggested placing this on the retreat agenda.

OFFICER NOMINATIONS/ELECTIONS

Chair Bonfiglio reported this is her second and last term as Chair. She further reported the Committee has seen a huge transition and Ms. Sever has done a great job getting the Committee organized.

Ms. Sever provided a description of the positions of Chair, Vice Chair and Secretary noting the secretary does not have a job to do.

Mr. Scott nominated Cristina Lenko as Chair of the Scottsdale Pride Committee. Second by Ms. Stevens and passed unanimously.

Ms. Lenko nominated Don Scott as Vice Chair of the Scottsdale Pride Committee. Second by Ms. Bonfiglio and passed unanimously.

Mr. Scott nominated Cathy Zebarth as Secretary of the Scottsdale Pride Committee. Second by Ms. Stevens and passed unanimously.

STAFF UPDATES

January Retreat

Ms. Sever reported the annual retreat is usually held in January and is an opportunity to set out the year's work. She further reported it is scheduled for January 12th from 5:30 to 8:00 p.m.

Pride Committee changes: staffing and Neighborhood Revitalization

She explained one of the things we will talk about is using the Scottsdale Pride Committee as a citizen oversight committee for the neighborhood revitalization projects. She stated at the retreat staffing changes for the Pride Committee will be discussed. She further stated that she would no longer be the main contact person but would still be involved. She explained we are looking at a team approach.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 6:30 p.m.